

6525, 6547, 6569 Sawmill Road
Dublin, Ohio
Retail Center Sign Criteria
July 19, 2016

The purpose of this Master Sign Plan (MSP) criteria is to provide guidelines for the size, location and installation of signs throughout the Shopping Center and to provide neat and orderly appearance for the Shopping Center. The Shopping Center shall be known as the properties comprised of parcels 273-012229, 273-009083, and 273-009085. These criteria state the minimum standards signs must meet in order to obtain the Landlord approval and the approval of the City of Dublin. The Shopping Center was developed under a previous Community Commercial zoning that granted the tenants larger signs that were appropriate for tenant spaces along the Sawmill Road corridor that sit far back from the right-of-way. The intent of this MSP is to preserve architecturally appropriate signs while positively contributing to the look and feel of the Sawmill Center Neighborhood.

PART ONE – GENERAL REQUIREMENTS

1. All signs shall conform to the Dublin Sign Code §153.150 through 153.164 unless otherwise stated herein.
2. Permanent Window Signs: All permanent window signs comply with the Dublin Sign Code Section 153.159 (C) except that window signs shall be limited to four square feet of sign area.
3. Window Display Signs: Temporary window signs shall comply with the Dublin Sign Code Section 153.157(K).
4. Private Traffic and on-site Directional Signs shall comply with the Dublin Sign Code Section 153.157(L).
5. Informational Window Signs: Window signage with a total area of two square feet or less and bearing only information about entry and exit, business hours, authorized service representative information and/or discount and credit systems accepted in that establishment and shall comply with the Dublin Sign Code Section 153.157(M).
6. Changeable copy signs shall be prohibited.
7. In the case of conflicting standards the more restrictive of the two standards shall apply.

PART TWO – PERMITTED SIGN TYPES AND ILLUMINATION

A. Wall Mounted Tenant Identification:

1. **Number:** Each tenant is permitted one wall mounted sign. If a tenant has two or more building facades with frontage on a public road or private parking lot, then that tenant shall be permitted a second wall mounted sign up to a maximum of two wall mounted signs, which must be located on two different façades.

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2. **Size and Location:** The maximum sign area shall be one (1) square foot of sign area for each one (1) linear foot of wall to which the signage is to be mounted. The maximum total sign area per tenant sign shall not exceed 80 square feet.

The horizontal width of each Tenant's sign shall be a maximum of 80% of the width of the Tenant's storefront width.

3. **Height:** The placement of the sign shall be appropriate to the design of the building and in no case shall the maximum mounting height of any sign exceed Twenty-two feet three inches (22'3") above established grade as measured to the top of the sign.
4. **Secondary Image/ Logos and Secondary Copy:** Any additional logo, text, graphic, or image displayed on the sign face as part of the wall sign will be considered a secondary image shall not exceed 20% of the maximum permitted area of the sign face. The use of only a logo, graphic or image may be permitted as a primary sign and shall not be limited to the 20% maximum sign area.
5. **Colors:** Signs shall be limited to three colors, including black and white. The background color shall be considered one of the three permissible colors, unless individually mounted letters are used, in which case the background is not to be considered one of the three permissible colors. For signs incorporating a registered corporate trademark or symbol, colors used in the registered corporate trademark or symbol shall not be limited in number, but shall be considered as one of the three permissible colors.
6. **Design:** Signs shall be individually mounted letters affixed directly to the building face consisting of brick, cast brick or synthetic stucco building material.

B. Ground Mounted Monument Signs

1. **Number:** One multiple tenant ground monument sign shall be permitted on each public rights-of-way but shall be limited to a maximum of three ground monument signs for the Shopping Center and must be located on different street frontages.
2. **Size, Height and Location:** Ground monument signs shall have a maximum height of eight feet (8') and a maximum width of eight (8) feet. The graphic area shall not exceed twenty four (24) square feet per sign face.

All ground monument signs shall be placed in a landscaped area, a minimum of eight feet (8') from the ROW and not located within a utility easement.

3. **Colors:** Signs shall be limited to charcoal gray and metallic silver for the background with white copy as shown in the Ground Sign Exhibit.
4. **Secondary Image/ Logos and Secondary Copy:** Signs shall display as the primary image only the name of the business in text. Logos and any additional text, graphic, or image displayed on the sign face will be considered a secondary image shall not exceed 20% of the maximum permitted area of the sign face.
5. **Design:** All ground signs shall be constructed as shown in the Ground Sign Exhibit.

All copy shall be dimensional to add depth and character to the sign panels.

If multiple tenants appear on a single sign, the background shall be the same color for each tenant panel.

Any multi-faced sign shall consistently display the same name, message and graphics on all faces and shall be limited to two parallel faces.

C. Sign Illumination:

1. Illumination shall be from a concealed or indirect light source and shall not flash, blink, fluctuate, travel, move or in any manner fail to provide constant illumination and shall not create a hazard or visibility problem or interfere with or impair vehicular movement on any street from which the sign may be viewed. Illuminated signs shall be constructed and maintained so that the source of illumination is shielded or otherwise prevented from beaming directly onto adjacent properties or streets. Illumination of each individual mounted letter to be installed in one of the following manners:
 - a. Internally illuminated individual, face lit, channel letter,
 - b. "Halo" illuminated letter
2. Internally Illuminated Channel Letters:
 - a. Illumination of individual channel letters may be of neon tubing or LED within each letter unit with remote transformers or self-contained low voltage power supply for each letter unit located within the storefront soffit or ceiling.
 - b. Letter returns shall be .040 aluminum. Painted PMS 445 charcoal gray with black trim cap retainer.
 - c. Letters shall be mounted 1 inch off the face of exterior wall to permit drainage. In no event shall the sign protrude more than 9 inches from the face of the building.
3. Halo-Illuminated Letters:
 - a. Illumination of individual channel letters with neon tubing or LED within each letter unit with remote transformers located within the storefront soffit or ceiling.
 - b. Provide fully enclosed UL-listed plastic backed faced letters with ground.
 - c. Letters shall be mounted 1 inch off the face of exterior wall to permit drainage.

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